

## Bringing our Numbers Down

Prevention programs that work!

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## Effective Injury Prevention Programs

### Key Elements

- Start with the data
- Target the community
- Work upstream
- Use proven or promising programs
- Partner with other organizations
- Embrace the media
- Be politically savvy

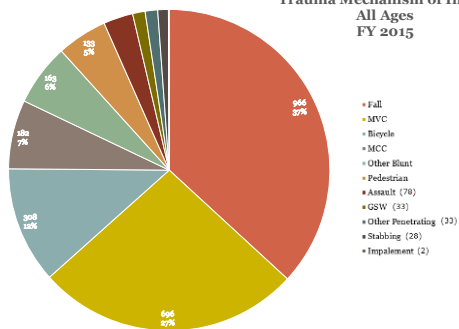
## Effective Injury Prevention Programs

- **Start with the data**
  - Trauma Registry
  - State and local vital records (EpiCenter)
- **Target the community**
  - Stratify data by age group or location
  - Identify community priorities
- **Work upstream**
  - Identify the root causes of injury and contributing factors

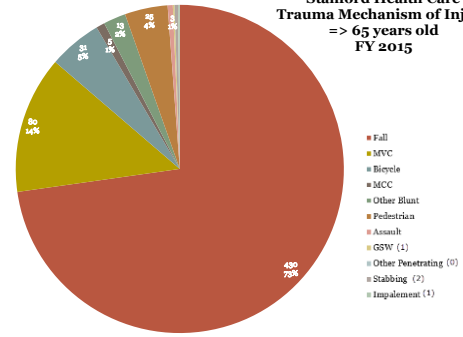
## Leading Causes of Injury in CA 2014 (non-fatal hospitalizations)

Rank	Cause Of Injury	Number of Injuries	Population	Rate
1	Unintentional - Fall	110,830	38,548,204	287.5
2	Suicide/Self-Inflicted	15,166	38,548,204	39.3
3	Unintentional - Poisoning	13,341	38,548,204	34.6
4	Unintentional - MVT, Occupant	13,149	38,548,204	34.1
5	Homicide/Assault	11,507	38,548,204	29.9

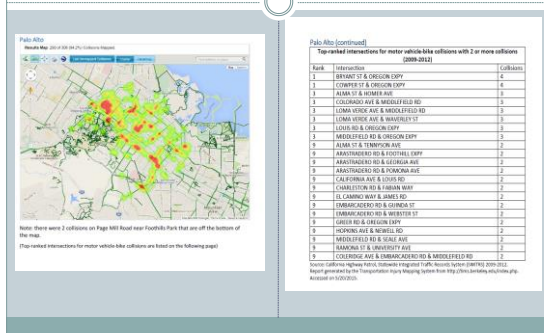
Stanford Health Care  
Trauma Mechanism of Injury  
All Ages  
FY 2015



Stanford Health Care  
Trauma Mechanism of Injury  
=> 65 years old  
FY 2015



## Local Data Helps Target Interventions



## Using Local Data for Bicycle Safety

- **Roadway Safety Solutions Team**
  - Infrastructure workgroup brings multi-jurisdictional group together to make recommendations for improvements
    - ✦ Law enforcement
    - ✦ City planners and engineers
    - ✦ Bicycle Coalition
    - ✦ Caltrans
  - Outreach and education group works to bring messages and education to the right audience
    - ✦ Bicycle Coalition
    - ✦ DMV
    - ✦ Cities and schools

## Effective Injury Prevention Programs

- **Choose proven or promising programs**
  - Evidence based
  - Best practice

## What is Evidence-Based?

- **Researched**
  - Tested in controlled setting
- **Peer-reviewed**
- **Published**
- **Proven Effective**
- **Evidence-based programs** –packaged for consistency and usability

## What is Proven/Promising or Best Practice?

- **Proven Effective**
- **No clinical research**
- **Adapted to community/program needs**

## Why Use Evidence-Based Programs (EBPs)?

- **Known to be effective, proven programs**
- **Increasingly required by funders**
- **Encouraged by accrediting bodies (Joint Commission, American College of Surgeons and others)**
- **Savvy consumers want to enroll in effective programs**
- **Consistency in programming wherever program is implemented.**

## Choosing a Prevention Program

Program Focus	Available Programs	Type
Senior Fall Prevention	Stepping On, Otago, Tai Chi MBB, A Matter of Balance	Evidence Based
Child Passenger Safety	Car seat inspections	Proven
	Classroom education	Proven
Impaired Driving	Screening & Brief Intervention	Evidence Based
	Enforcement	Proven
	Every 15 Minutes	Not proven
Helmet Safety	School based education	Proven
	Helmet give away	Not proven

## Fall Prevention Programs at SHC



- Best practice model developed in 2005
- Home-based
- Multi-faceted
- Occupational Therapists provide visits
- Free
- Based on research from Australia and US that says home visits by OTs reduce falls.

## Packaged Fall Prevention Program



- Evidence-based model
- Focuses on Fear of falling
- Lay-lead model – Costs in training for Master Trainer, some materials, trainings and coordination with MOB sites for implementation.
- 8 2-hour sessions.
- Lectures, group discussions, role playing, exercises
- Savings of \$938 (Office of Medicare and Medicaid) in unplanned medical costs per Medicare beneficiary.

## Packaged Fall Prevention Programs



**Stepping On**

*Building confidence and reducing falls*

- Evidence-based and community-based program
- 7-week program – 2-hour sessions plus one home visit and one booster session
- Lead by health professional with guest speakers from PT, Pharmacy, and vision specialist.
- Shown to decrease falls by 31%
- \$134 net benefit per participant (NCOA)

## Effective Injury Prevention Programs

- **Partner with other organizations**
  - Trauma Centers
  - LEMSA
  - Law Enforcement
  - Schools
  - Churches
  - Other community agencies

## Coalitions and Collaborations

- Safe Kids Coalition
- Roadway Safety Solutions Team – SHC/SVBC
- San Mateo Fall Prevention Coalition
- Traffic Safe Communities Network in Santa Clara County
- Childhood Injury Prevention Network-Bay Area: CIPN-BA
- Violence Prevention Coalition Greater Los Angeles

## Effective Injury Prevention Programs

- **Embrace the media**
  - Get media training and be prepared!
  - Become a reliable source of information
- **Be politically savvy**
  - Meet with elected officials and appointed leaders
  - Be aware of local ordinance opportunities
  - Inform policy changes

## Are you ready to implement?

- **To be ready, you need to have the:**
  - Time
  - Financial resources
  - Required materials and equipment
  - Appropriate physical space
  - Commitment and ability to evaluate
  - Sustainability plan

## Thank you

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